

## REMARKS

Claims 1, 4, 6, 7, 11, 16 and 17 have been cancelled without prejudice or disclaimer. Claims 8, 9, 10 and 12 have been amended based upon the Examiner's comments on page 4 of the Office Action. New claim 18 has been added and depends from independent claim 12. Support for new claim 18 can be found at page 6 of the specification.

Claims 8-10, 12-15 and 18 are currently pending and under consideration. Reconsideration is respectfully requested.

**I. REJECTION OF CLAIMS 1, 4 AND 6-17 UNDER 35 U.S.C. 103(a) AS BEING UNPATENTABLE OVER KAMINSKY (U.S. PATENT PUBLICATION NO. 2001/0047308)(previously cited) IN VIEW OF LANGE (U.S. PATENT NO. 6,321,212)(newly cited):**

Claim 8 has been amended to recite "a method comprising receiving a discount price transition table from a server via a network, said discount price transition table indicates dates and discount prices, wherein the dates includes a date after a current date, and each discount price corresponds to each date; making a purchase reservation to the server via a network, the purchase reservation specifying a future date and a desired purchase price, among the dates indicated in the received discount price transition table; and receiving allocation of the product, when a predetermined quantity of the product has not been sold out when the reservation sales time is reached".

Claim 9 has been amended to recite "...providing a discount price transition table to a purchaser's terminal via a network **to allow a purchaser to know a price for a specified product on a specified future date**, said table indicates dates and discount prices, wherein the dates include the date after a current date, and each discount price corresponds to said each date; accepting a purchase reservation from said purchaser's terminal via the network **to enable the purchaser to make a reservation for a future date to purchase a product**, the purchase reservation specifying a future date among the dates indicated in said discount price transition table when the discount price corresponds to a desired purchase price of the purchaser; and setting a purchase reservation time of the purchase reservation when the selling price corresponding to one of the discount prices from the discount price transition table equals the desired purchase price."

Independent claims 10 and 12 have been amended to recite features somewhat similar to amended claim 9, for example.

At page 6 of the Office Action, the Examiner admits that Kaminsky fails to disclose accepting a purchase reservation from said purchaser's terminal via the network, the purchase reservation specifying a future date among the dates indicated in said discount price transition table when the discount price corresponds to a desired purchase price of the purchaser. However, the Examiner asserts that Lange discloses this feature at column 3, lines 35-49.

The Applicants respectfully disagree with the Examiner. Lange fails to disclose "**setting a discount price as a selling price, a discount price produced by a discount from an original price,**" as recited in claim 9, for example. Further, Lange fails to disclose "...providing a discount price transition table to a purchaser's terminal via a network **to allow a purchaser to know a price for a specified product on a specified future date**, said table indicates dates and discount prices, wherein the dates include the date after a current date, and each discount price corresponds to said each date; accepting a purchase reservation from said purchaser's terminal via the network **to enable the purchaser to make a reservation for a future date to purchase a product,**" as also recited in claim 9, for example.

Instead, Lange discloses methods and systems of trading and investing in groups of demand-based adjustable-return contingent claims, and for establishing markets and exchanges for such claims (see Abstract). Further, in column 3, lines 35-49, Lange merely discloses a holder purchasing a call option for a stock, which gives the holder the right to buy the stock at some future date at a fixed strike price.

The Applicants respectfully submit that it is well known in the art that a holder can buy a call option when the holder anticipates that the price of the stock will rise before the call option expiration date. For example, if the stock is currently priced at \$25 per share, and the holder believes that the stock will increase, the holder can buy a call option for \$100 which gives the holder the right to purchase 100 shares of the stock anytime within the next 90 days, for example at \$26 per share (i.e., the fixed strike price), if the stock increases.

However, the fixed strike price of a call option does not correspond to a discount price. That is, the purchaser is making a reservation to purchase the stock at a price of \$26 per share which is higher than the original price of \$25 per share. That is, in Lange, the desired purchase price is not a discount price with respect to the original price.

Although the above comments are specifically directed to claim 9, it is respectfully submitted that the comments would be helpful in understanding differences of various other rejected claims over the cited references.

Thus, Lange fails to make up for the deficiency of Kaminsky. Therefore, the combination of Kaminsky and Lange fails to establish a prima facie case of obviousness over the present invention. Accordingly, it is respectfully submitted that the rejection is overcome.

**II. CONCLUSION:**

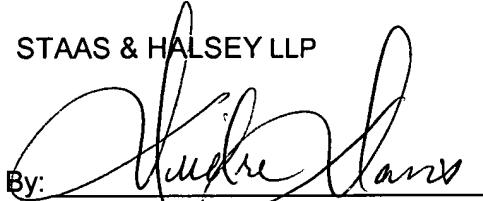
There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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